



# NAUPAKA NEWS

RELAX, SHOP & PLAY AT WAIKOLOA BEACH RESORT

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New Time Share Properties

## Kumu Hou

### A SUSTAINABLE FOUNDATION FOR THE FUTURE

LIKE ANY SUCCESSFUL BUSINESS, A RESORT MUST CONTINUOUSLY EVOLVE. Tastes change. Priorities shift. New generations have new perspectives. Back in the 1960s, for example, formal dining rooms with white table cloths serving French cuisine were considered the height of elegance, even in Hawai'i. At some resorts, if a guest showed up without a dinner jacket, one would be loaned. In the 1980s and '90s Hawai'i Regional Cuisine swept in, creating new culinary stars and a dining experience that

was based on the uniquely multi-cultural identity of the islands. Nowadays, of course, dining is all about farm-to-fork with a strong and welcomed emphasis on locally-sourced foods.

### SHIFTING PRIORITIES

When Waikoloa Beach Resort (WBR) was in its primary growth phase in the 1980s and 90s, golf was the driving force. Resorts and residential developments in the islands, as they were





New Gateway Park on Ala Ihi Way and Waikoloa Beach Drive

**There's a huge and growing demand for time-share units as they deliver exactly what families want: more communal space, kitchen and laundry facilities, the ability to own and pay over time, and the luxury of operating on a schedule entirely their own.**

elsewhere in the U.S., were building golf courses as fast as possible, and opening “a course a day until the year 2000” was the National Golf Foundation’s projection of demand. To meet this anticipated need on Hawai‘i Island, WBR opened the Beach Course in 1981 and the Kings’ Course in 1990.

And while golf still has an important place in Hawai‘i’s economy and along the Kohala Coast — golfers tend to stay longer and spend more on average than other tourists — demand in the state has never met expectations. In fact, it’s no secret that golf has been in decline for nearly two decades nationally, with more course closures than openings for the last 13 consecutive years.

Throughout the Hawaiian Islands and beyond, golf play has declined dramatically over the past 25 years. Depending upon the year, Waikoloa has witnessed drops of up to 35 percent when compared to the highs play levels in the mid-90s. In 2002, more than 17 percent of Mainland visitors played golf during their visits; in 2018, that number had shrunk to 8.3 percent. It’s an unfortunate related fact that the Kings’ Course has never been profitable on its own and in many years has suffered sizable operating losses.

At the same time, there has been no such decline in demand for travel to Hawai‘i, and tourism (pandemic year aside) is on track to set new records in the years ahead. What’s changed is that the consumer is looking for something different: family-oriented activities that center on the ocean, authentic cultural experiences, and a deeper understanding of the fragile Hawaiian environment.

The other seismic shift in priorities? The huge and growing demand for time-share units as they deliver

exactly what families want: more communal space, kitchen and laundry facilities, the ability to own and pay over time, and the luxury of operating on a schedule entirely their own.

## RENEWED PURPOSE

Waikoloa Beach Resort plans to deliver on this demand and plot a sustainable future at the same time with the Kumu Hou development, which in Hawaiian means “renewed purpose.”

“Our renewed purpose is to refine and evolve Waikoloa Beach Resort to meet the needs of today’s traveler and keep this iconic resort on top of its game for years to come,” says VP of Resort Operations Scott Head. “At the same time, we have always been committed to making the local community a better place, and Kumu Hou allows us to accomplish both of those critical goals.”

Included in the master plan — all within the existing footprint and density caps of WBR established by the state and county — are 900 new time share units, 25 new single family home sites, more than 140 badly needed affordable workforce rental housing units for *kama`āina*, a reimagined 27-hole golf experience, new open space parks and trails facilitating shoreline access, and an enduring endowment for the cultural and

educational activities of the Waikoloa Foundation.

The first phase of the project will be the rerouting and rebranding of the WBR golf courses into a 27-hole facility with several new holes and a new, modern clubhouse. The new nine-hole loops will be called the Kings’ Nine, Beach Nine, and Lakes Nine.

“We are ‘right-sizing’ our golf facilities,” Head says of the reduction from 36 to 27 holes. “With consumer demand changing, this allows a much more sustainable use of land over the next 15-20 years. We worked with Hilton Grand Vacations on a plan that would protect all of their existing and future development golf course frontage.”

The land where the unused nine holes now exist will be repurposed to accommodate the 900 new time share units and 25 single family home sites.

“Time share has proven to be an extremely resilient sector, and these new units will help feed and sustain the 27-hole facility and keep it viable for generations to come,” Head says. “The units will also help support the existing retail, restaurant, and activities businesses that make Waikoloa Beach Resort unique.”

Economic impact studies estimate that the development of Kumu Hou will create between 260-520 full-time equivalent development-related and construction jobs each year; approximately 470 full-time equivalent jobs throughout Hawai‘i Island and the State at completion; an estimated \$10 million per year in net additional tax revenue to Hawai‘i County; and from \$9 million to \$50 million in additional GET and TAT tax revenues to the State of Hawai‘i.

Another point of emphasis is that although Waikoloa Land

Company has already satisfied its affordable housing requirement for the entire resort, it is committed to providing additional affordable workforce rental housing units on an existing zoned parcel within the confines of the resort as part of the Kumu Hou project.

“This may be the first affordable housing project within a master planned resort community in the State of Hawai‘i,” Head says. “Waikoloa Land Company sees the need and wants to provide an opportunity to improve the quality of life for our residents and island families.”

Existing businesses and employers at WBR will also be a beneficiary by having nearby affordable workforce housing.

## A FOUNDATION FOR THE FUTURE

But perhaps the most important contribution the Kumu Hou project will make to Hawai‘i island will be a sustaining endowment for the Waikoloa Foundation, supported by dedicated funds from sales of the new timeshare units. A total possible contribution of between \$40 million and \$50 million is expected to be funded during the sales period for initial transactions, projected between 2027 to 2042.

The Foundation, which fulfills a commitment made long ago by the resort’s original visionary developer, Ron Boeddeker (1938-2010), to support the Hawaiian



New golf clubhouse and practice range





New pedestrian trails and pathways through the resort (above, left) and a new Cultural Center (above, right) will add exponentially to the visitor experience at Waikoloa Beach Resort.

community, its culture, and the environment, is one of the most important legacies of Waikoloa Beach Resort.

Boeddeker created the Waikoloa Foundation with a mission “to preserve and support the unique cultures and environments native to the Hawaiian Islands.”

These longstanding beliefs have taken on greater urgency these days as the state and island rethink tourism’s impact and how best to manage such an integral segment of the state’s economy. That’s why, in 2020, Boeddeker’s daughter, Cary Boeddeker, relaunched the Foundation with fresh programmatic priorities.

“We are one of the oldest resort ownership entities in the Hawaiian Islands,” she says. “We’ve been here for more than 40 years now. This is not the norm, as hotel and resort investors are not often here for the long term. By contrast, we’ve been growing with and supporting the local community for a very long time. I’m so grateful I have this chance to perpetuate the legacy my father began when he started the Foundation back in 1987. Waikoloa — the place and its people — represents a remarkably special *kuleana* that we are proud to carry forward.”

As board chair for the Foundation, Boeddeker is supported by a board of directors that now includes Nani Lim Yap, Margo Harumi-Mau Bunnell, Ed Teixeira, David A. Honma, Kanani Aton, Scott Dodd, Rob Pacheco, and Judith “Judi” Jennet, a group that represents diverse aspects of the island community from culture-based education to conservation and land use issues to ocean expertise to the business community.

Plans are underway to convert the historic Parker

Ranch recreation building — located near Anaeho’omalū Bay — into a Waikoloa cultural resource center and Foundation headquarters. With the conversion slated to begin in the near future, the building will be the new home for cultural programming and education, and historic preservation at Waikoloa.

Currently being used as the administration office for Lava Lava Beach Club, Boeddeker says a total redesign of building’s use is in the works, and the addition of several educational elements such as teaching and video rooms.

Cultural sites the Foundation will focus on include the resort’s prolific petroglyph fields, its unique anchialine ponds, and the portion of the Kings’ Trail that runs through the resort, where recent efforts have included new signage.

“Kumu Hou is not just about a single resort evolving to meet the needs of a new consumer,” Head concludes, “although it achieves that goal as well. But it is about the broader economic and cultural health and well being of the Hawai’i Island community, and a commitment by Waikoloa Beach Resort to a far more sustainable future in tourism.” ●

For further information on Kumu Hou, go to [Kumuhouwaikoloa.com](http://Kumuhouwaikoloa.com)



SHOPPING

See our website for more information.



Queens’ MarketPlace

Open Daily | Store hours vary, please call or visit their websites for hours and more information

ART & JEWELRY

Genesis Galleries  
(808) 886-1770

Hawaii Fluid Art  
(808) 344-4878

Island Pearls  
(808) 886-4817

Lava Light Galleries  
(808) 756-0778

Mashka Jewelry  
(808) 731-7310

ENTERTAINMENT

Kozy’s Comedy & Magic Show  
(808) 430-1957

Waikoloa Luxury Cinemas  
(808) 464-3009



RESORT SPOTLIGHT

FORE!

Top-rated golf has long been associated with the Kohala Coast, and Waikoloa Beach Resort is home to “Hawai’i’s Premier 27-Hole Golf Experience.” Comprised of the Beach Nine, Lakes Nine, and Kings’ Nine, each nine-hole loop at Waikoloa Beach Resort presents a unique landscape for the game along with awe-inspiring views that range from the towering mountains that form the center of Hawai’i Island to the shimmering blue Pacific Ocean.

FASHION

Blue Ginger Family  
(808) 886-0022

Cariloha  
(808) 886-2608

Crocs™ Shoe Store  
(808) 886-0213

Kona Surf N’ Sandals  
(808) 886-0898

Mahina  
(808) 886-4000

Malibu Shirts  
(808) 886-0003

Olivia Clare Boutique  
(808) 657-4307

PacSun  
(808) 886-0415

Quiksilver  
(808) 886-0900

Reyn Spooner  
(808) 886-1162

Volcom  
(808) 886-6888

GROCERY

Island Gourmet Markets  
(808) 886-3577

REAL ESTATE

Hawai’i Life Real Estate Brokers  
(800) 667-5028

Home River Group  
(808) 883-9550

Kona Coast Vacations  
(808) 329-2140

Windermere C & H Properties  
(808) 883-3321

SERVICES

Aston Hotels & Resorts  
(808) 886-5001

Fidelity National Title & Escrow of Hawaii, Inc.  
(808) 451-2360

Hilton Grand Vacations Club  
(808) 886-0945

KOR Salon  
(808) 886-8090

Rider Levett Bucknall  
(808) 883-3379

Waikoloa Dental Clinic  
(808) 886-0891

SPECIALTY & GIFTS

Claire’s  
(808) 886-8905

Da Big Bags  
(808) 989-8709

Hawaiian Ukulele and Guitar  
(808) 315-2919

Hawaiian Quilt Collection  
(808) 886-0494

Lids  
(808) 886-1649

Pacific Nature  
(808) 886-8919

SoHa Living  
(808) 464-4268

Sunglass Hut  
(808) 886-0274

SPORT & ACTIVITY

Bike Works Beach & Sports  
(808) 886-5000

Blue Wilderness Dive Adventures  
(808) 886-0980

Yoga Barre  
(808) 333-5378

The Beach Nine is a must-play. Hole #6 is the highlight, a par-five that plays between black lava fields down to the ocean, then takes a hard dogleg-left to a putting surfaced ringed by swaying palm trees and backed by Pacific waves.

The Lakes Nine winds its way through the heart of the resort, with water on five of the nine holes. No. 8 is a fun and scenic par-three with a water carry to reach the receptive green and a towering wall of lava behind.

The Kings’ Nine provides a Scottish links-style layout, with wide fairways and views of Mauna Kea. The signature hole on this loop is #5, a risk/reward 277-yard par-four. Better players might consider going for the green, but trouble lurks left and short in the form of a fairway-long sand bunker and massive lava boulders.

Book tee times online [WaikoloaGolf.Com](http://WaikoloaGolf.Com) or call the golf shop (808) 886-7888



See our  
website  
for more  
information.

## Kings' Shops

Open Daily | Store hours vary,  
please call or visit their websites for  
hours and more information

### ACCESSORIES

**Mary Jane's**  
(808) 886-2707

**Michael Kors**  
(808) 886-2653

**Sunglass Hut**  
(808) 886-0593

### APPAREL

**Crazy Shirts**  
(808) 886-9303

**Honolua Surf Co.**  
(808) 886-6422

**Jams World**  
(808) 796-3182

**Kona Harley-Davidson**  
(808) 464-4033

**Noa Noa**  
(808) 886-5449

**Rip Curl**  
(808) 886-1952

**Tommy Bahama**  
(808) 886-8865

**Tori Richard**  
(808) 886-8308

### ART & JEWELRY

**Aesthetic Hawaii  
by Genesis Galleries**  
(808) 731-6280

**Giving Bracelets**  
(808) 445-9951

**Kohala Coast Fine Art**  
(808) 886-4240

**Maui Divers Jewelry**  
(808) 886-0055

**Nā Hōkū**  
(808) 886-7599

**Royal Gold**  
(808) 886-7701

**Tiffany & Co.**  
(808) 886-1931

### ENTERTAINMENT

For current information call  
Kings' Shops Management Office  
(808) 886-8811



### FARMERS MARKET

Explore the Kings' Shops  
Farmers Market every Tuesday  
from 9 am – 2:30 pm

### SERVICES

**Big Island Motorcycle Co.**  
(808) 886-2011

**Compass Real Estate**  
(808) 430-2184

**Hawaii Vacation Condos  
by Outrigger**  
(808) 886-0036

**Hulakai**  
(808) 731-7945

**Kings' Shops Management Office**  
(808) 886-8811

**Kohala Coast Properties**  
(808) 886-6600

**ReMax Lava Luxury**  
Coming Soon

**Shell Gas Station**  
(808) 886-9512

**Team Clean**  
(808) 944-8255, ext. 108

### SPECIALTY & GIFTS

**Martin & MacArthur**  
(808) 886-0696

**Whalers General Store**  
(808) 886-7057

## Waikoloa Beach Marriott Resort & Spa

**Travel Traders**  
(808) 886-8146  
Daily 8 am – 10 pm

**Mandara Spa**  
(808) 886-8191  
Daily 10 am – 5:30 pm

## Waikoloa Beach Resort Golf Shop

**Golf Pro Shop**  
Open daily 6:30 am to 6:30 pm  
(808) 886-7888



waikoloa

## Hilton Waikoloa Village

Open Daily – Hours vary seasonally.  
All phone numbers are  
(808) 886-1234, with the extension  
noted below:

**Dancing Dolphins and  
Big Island Marketplace**  
ext. 1744, 1746

**Dolphin Quest Gift Shop**  
ext. 1216

**Journey**  
ext. 1546

**Kohala Spa Essence and  
Kohala Spa Retail Shop**  
ext. 1768 or ext. 1228

**Nā Hōkū**  
ext. 1750

**Things Hawaiian**  
ext. 1232

# DINING GUIDE

Restaurants open daily unless noted.



## GOLF COURSE

**Mai Grille,  
By Chef Allen Hess**  
(at Kings' Clubhouse)  
(808) 886-7600  
MaiGrille.com

Breakfast and lunch  
8 am – 3 pm

Sunday Brunch  
7:30 am – 2:30 pm

**Tropics Ale House  
and Restaurant**  
(808) 886-4287  
TropicsAleHouse.com

Lunch and dinner  
11 am – 10:30 pm

## LAVA LAVA BEACH CLUB

(808) 769-LAVA (5282)  
LavaLavaBeachClub.com

Lunch and dinner  
Noon – 9 pm

Bar open until 9 pm

Bikinis and board  
shorts welcomed! Live  
entertainment nightly.



CLOCKWISE  
FROM ABOVE:  
The Original  
Big Island Shave  
Ice Company,  
KPC – Kamuela  
Provision Company,  
Lava Lava  
Beach Club

## HILTON WAIKOLOA VILLAGE

(808) 886-1234  
HiltonWaikoloaVillage.com/  
dining

### Nui Breakfast

A lavish breakfast  
and a la carte options in  
a relaxed atmosphere.

7 – 10 am

### Nui Italian

Authentic, family-friendly  
Italian dining including  
stone-fired pizzas, pastas,  
salads, and more.

Lounge and dinner  
5 – 9 pm

**KPC – Kamuela  
Provision Company**

KPC offers Hawai'i Island's  
most spectacular sunset  
views. Locally sourced  
cuisine, from prime steaks  
to Hawaiian seafood.

Sunday, Monday, Thursday,  
Friday, & Saturday  
5:30 – 9:30 pm

### Lagoon Grill

Grab a burger, sandwich,  
salad, or Hawaiian bowl for  
lunch or early dinner and  
watch dolphins playing in  
the lagoon below.

11 am – 3 pm

### Kona Tap Room

A fun gathering place  
with an array of craft and  
domestic beers and casual  
pub fare.

4:30 – 10:30 pm

### Waikoloa Coffee

6 am – noon  
in Ocean Tower

6 am – noon  
in MAKAI



## WAIKOLOA BEACH MARRIOTT RESORT & SPA

(808) 886-8165  
Marriott.com

**Hawaii Calls  
Restaurant & Lounge**

Breakfast  
7 – 10:30 am

Lunch  
11 am – 5 pm

Happy Hour  
2 – 4 pm

Dinner  
5 – 9 pm

Live Entertainment  
Friday, Saturday, & Sunday,  
from 5:30 - 7:30 pm,  
featuring some of Hawai'i's  
local musical artists

**DINING SPECIALS:**  
Mimosa Monday  
Mondays, 7 – 10:30 am

Taco Tuesday  
Tuesdays, 5 – 9 pm

Pulehu Thursday  
Thursdays, 5 – 9 pm

**Coffee Shoppe**  
Akaula Lanai – Lobby Level  
6:30 – 11 pm

### Nalu's

Poolside Bar  
10:30 am - 5:30 pm

## KINGS' SHOPS

**A-Bay's Island Grill**  
(808) 209-8494  
A-Bays.com

8 am – midnight

### Foster's Kitchen

(808) 657-4500  
FostersKitchen.com

Daily lunch and dinner  
3 – 10 pm

### Island Fish & Chips

(808) 886-0005  
KingsShops.com/  
island-fish-chips

7:30 am – 9:30 pm

**Roy's Waikoloa  
Bar & Grill**

(808) 886-4321  
RaysHawaii.com

Dinner 5 – 9 pm

**Island Vintage Coffee**  
(coming soon)

**The Original Big Island  
Shave Ice Company**  
(808) 895-6069

Tuesday – Sunday  
11:30 am – 6:30 pm



# DINING GUIDE



Charley's Thai Cuisine

## QUEENS' MARKETPLACE

### Bistro at the Cinemas

(808) 464-3009  
HawaiiCinemas.com/  
the-bistro

Monday – Friday  
11:30 am – 9 pm

Saturday – Sunday  
10:30 am – 9 pm

### Charley's Thai Cuisine

(808) 886-0591  
CharleysThaiHawaii.com

Lunch 11 am – 3 pm  
Dinner 5 – 9:30 pm

### Kuleana Rum Shack

(808) 238-0786  
KuleanaRum.com

Lunch and dinner  
11:30 am – 9:30 pm

### Romano's Macaroni Grill

(808) 443-5515  
MacaroniGrill.com

Sunday – Thursday hours  
11 am – 9 pm

Friday – Saturday  
11 am – 10 pm

### Sansei Steak & Sushi Bar

(808) 886-6286  
SanseiHawaii.com

Take-out  
Tuesday – Saturday  
5 – 8 pm

Sunday – Monday  
6 – 8 pm

Dine In  
5 – 8 pm

### Starbucks Coffee Company

(808) 886-1888  
Starbucks.com

4:30 am – 8 pm

## QUEENS' MARKETPLACE ONO FOOD COURT

7:30 am – 8 pm  
(Individual times may vary)

### Dairy Queen/ Orange Julius

(808) 886-1029

### Ippy's Hawaiian BBQ

(808) 886-8600

### Island Greens (coming soon)

### Waikoloa Pizza (coming soon)

### Waikoloa Shrimp (coming soon)



Sansei Steak & Sushi Bar

Restaurants  
open daily  
unless noted.



WaikoloaBeachResort.com